

IDC: The European SMB Opportunity

Written by Marco Attard
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A "significant shift" is taking place in the IT sourcing channels of European SMBs IDC reports, with "3rd platform" technologies (such as social media, Big Data, mobile and cloud) impacting SMB needs.



"This transition is changing SMBs' needs toward more complex solutions which require more support and value-added services from channel partners, and triggers a shift in IT sourcing toward system integrators, high-end VARs, and public cloud service providers," IDC says. "This trend is particularly evident among high-end midsize organizations."

According to the analyst the channel remains vital for IT vendors going for SMB customers, and both vendors and channel partners can target SMBs more effectively by learning how they select IT sources.

The top criteria for the choice of IT supplier are customer service and support and low pricing across all sizes. The importance of low total cost of ownership is on the rise, and occupies the 3rd spot among SMBs.

The criteria mentioned above are also the ones that "could be improved the most," even if IDC says satisfaction with primary IT suppliers is "reasonably high" overall.

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Small companies tend to have low expectations, but lower satisfaction levels. Midsize companies are more demanding, but tend to be more satisfied by vendor performance.

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